Global Business Dialogue on Electronic Commerce
GBDe

7th APEC Electronic Commerce Steering Group Meeting,
14-15 Feb. 2003, Chiang Rai, Thailand

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Origins of the GBDe

When did we start? ➤ Initial Steps: June 1998 Brussels, as GBD
Established January, 1999 NY, as GBDe

Why did we start? ➤ Based on an idea of the EU Commission,
Industry decides to join efforts in the development of e-commerce

How did we start? ➤ Industry promotes the idea of policy co-operation and leads the debate on the main barriers affecting the development of e-commerce

Founding Principles

- <u>E-commerce</u> has the potential to increase prosperity, create employment & improve lives.

- The borderless nature of the Internet requires a <u>global response</u>.

- The pace and scope of change require that <u>business play a leadership role</u> in developing an effective e-commerce framework.

- Policy solutions should be market-driven and based on industry <u>self-regulation</u> wherever possible.

Organization

- Global composition and organization

- Internal structure encouraging rapid development of consensus positions

- Governance provides balance between three regions:
    - Americas
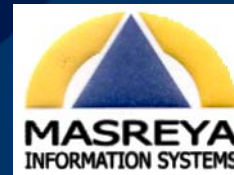   - Asia/Oceania
    - Europe/Africa

Leadership 2003

- **Overall Chair**

- **Regional Co-Chairs**

    Europe / Africa

    Americas

    Asia / Oceania

Structure

- Overall chairmanship rotates on a yearly basis.
- Members are companies that have business interests on the Internet value chain (e.g. ISPs, content providers, banks, hardware providers, insurance companies, etc.)
- Membership open to companies providing a CEO & sherpa-level commitment
- Sherpas responsible for managing advocacy & policy development
- Organized around working groups focusing on specific issues

Current Membership
by Region

Americas:
9 Members

Asia/Oceania:
18 Members
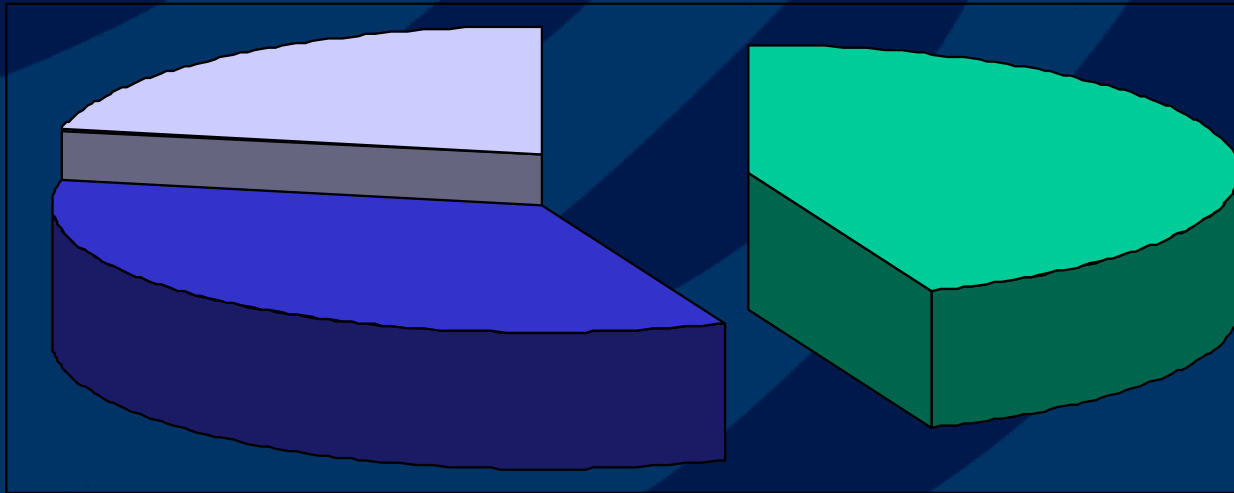
Europe/Africa:
14 Members

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GBDe Policy Development
From 1999-2003

- Global business consensus

- Moving from broad principles to detailed recommendations

- Reflecting the changing global priorities for e-commerce

- Moving from policy development to advocating key issues

GBDe Working Groups

~1999	~ 2000	~ 2001	~ 2002	~2003
Consumer Confidence	Trustmark	Consumer Confidence (HP, NEC and DC)	Consumer Confidence (NEC, HP and DC)	WG1: Building Consumer Trust (DB and NEC)
Jurisdiction	ADR (DC, NEC and HP)			
Privacy	Privacy	eGovernment	eGovernment	
Authentication and Security (NEC, Brokat and CCIA)	Cyber Security	Internet Payment	CHIC	
IPR	IPR	Cyber Security	Cyber Security	WG2: Future of the Internet
Contents	Digital Bridge	IPR	IPR	
Liability	Tax and Trade	Digital Bridge	Digital Bridge	
Tax and Tariff	Advocacy	Trade	Trade	
Network Infrastructure	Outreach	Taxation	Taxation	WG3: Advocacy
		Convergence	Convergence	

Policy Cooperation

– With ALL parties interested in e-commerce
  - Public authorities
  - Consumer representatives
  - Business community

– Share views, joint analysis, discussion, search of common positions/solutions

– Objectives
  - Help develop efficient and appropriate laws
  - Promote self-regulation wherever possible

Global Impact

Success based on

- Understanding the respective roles of industry, government and consumers

- Ability to work with governments and others to frame practical solutions to complex issues

- Direct involvement of CEOs

- Consensual nature of recommendations

- Global character and composition

- Quality of work of working groups and sherpas.

Main Themes 2003

- Increasing consumer trust in e-commerce - consumer confidence, network security, Internet payments
- Speeding up e-commerce growth through convergence, broadband deployment and cyber security
- Promoting global policy solutions for digital bridges, IPR, e-Government, taxation and trade

Working Groups in 2003

- Building Consumer Trust

- Future of the Internet
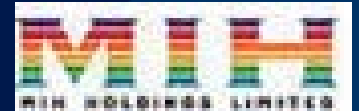
- Advocacy & Policy Cooperation

Key Deliverables 2002

- **Joint Government statement** endorsing GBDe as a preferred dialogue partner

- Agreement to develop mutually accepted guidelines on **alternative dispute resolution** with Consumers International

- Announcement of increased private sector co-ordination of efforts to reduce the **digital divide** embodied in statement with WEF (World Economic Forum) and the GIIC (Global Information Infrastructure Commission)

The GBDe Summit 2003

- GBDe 2003 Recommendations & Status Report
  - Venue: New York, USA
  - Date: November 5-6, 2003

For Further Information

- **www.gbde.org**
- Downloads include:
    - GBDe Recommendations
    - Working Group materials
    - GBDe Brochure